

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An electro-optical device, comprising:  
a plurality of scanning lines;  
a plurality of data lines;  
a plurality of electro-optical elements; and  
a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset signal supplied via an exclusive scanning line formed with respect to the respective scanning lines,  
brightness of each of the electro-optical elements being set for each of a plurality of sub-frames based on the data signal stored in the storage capacitor, which constitute one frame of a period and each have a predetermined period, so that at least two levels of brightness can be set for one frame;  
a sub-frame having a longest period among the plurality of sub-frames being divided into at least two allocated sub-frames, and  
the plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor, and substantially simultaneously based on a the reset signal supplied to the reset transistor via the scanning line.
2. (Previously Presented) The electro-optical device according to Claim 1,

a sum of the period of the at least two allocated sub-frames being set to  $2^n$  times as long as a sub-frame having a shortest period among  $n$  ( $n$  denotes a natural number) sub-frames of the plurality of sub-frames, wherein  $n$  is a number of sub-frames excluding the at least two allocated sub-frames.

3. (Previously Presented) The electro-optical device according to Claim 2, a sub-frame having a longest period among the plurality of sub-frames, excluding the at least two allocated sub-frames, being half as long as the sub-frame having the longest period among the plurality of sub-frames.

4. (Previously Presented) The electro-optical device according to Claim 1, the two allocated sub-frames not being arranged consecutively in one frame of a period.

5. (Currently Amended) An electro-optical device, comprising:  
a plurality of scanning lines;  
a plurality of data lines;  
a plurality of electro-optical elements; and  
a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset signal supplied via an exclusive scanning line formed with respect to the respective scanning lines,

brightness of the electro-optical element being set for each of a plurality of sub-frames based on the data signal stored in the storage capacitor, which constitute one frame of a period and each have a predetermined period, so that at least two levels of

brightness can be set for one frame, and lengths of the plurality of sub-frames excluding a sub-frame having a longest period being set to a period in binary weighted;

the sub-frame having the longest period among the plurality of sub-frames being divided into at least two allocated sub-frames, and

the plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor, and substantially simultaneously based on ~~a the reset signal supplied to the reset transistor via the scanning line.~~

6. (Previously Presented) The electro-optical device according to Claim 5, the two allocated sub-frames not being arranged consecutively in one frame of a period.

7. (Currently Amended) An electro-optical device, comprising:  
a plurality of scanning lines;  
a plurality of data lines;  
a plurality of electro-optical elements; and  
a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset signal supplied via an exclusive scanning line formed with respect to the respective scanning lines,

brightness of the electro-optical element being set for each of a plurality of sub-frames, which constitute one frame of a period and each have a predetermined period,

a sub-frame having a longest period among the plurality of sub-frames being divided into at least two allocated sub-frames, and

a sub-frame having a longest period among  $n$  ( $n$  denotes a natural number) sub-frames of the plurality of sub-frames, excluding the at least two allocated sub-frames, being set to  $2^{n-1}$  times as long as a sub-frame having a shortest period among the  $n$  sub-frames,

brightness for the one frame can be set to  $2^{n+1}$  levels, and

the plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor end substantially simultaneously based on a ~~the~~ reset signal ~~supplied to the reset transistor via the scanning line.~~

8. (Previously Presented) The electro-optical device according to Claim 7, the two allocated sub-frames not being arranged consecutively in one frame of a period.

9-10. (Canceled)

11. (Currently Amended) An electro-optical device, comprising:  
a plurality of scanning lines;  
a plurality of data lines;  
a plurality of electro-optical elements; and  
a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset

signal supplied via an exclusive scanning line formed with respect to the respective scanning lines,

brightness of the electro-optical element being set for each of a plurality of sub-frames, which constitute one frame of a period and each have a predetermined period, so that at least  $2^n$  ( $n$  denotes a natural number) levels of brightness can be set for one frame,

a number of the plurality of sub-frames being  $n + 1$  or more,

a sub-frame having a longest period among the plurality of sub-frames being divided into at least two allocated sub-frames, and

the plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor, and substantially simultaneously based on ~~a the~~ reset signal ~~supplied to the reset transistor via the scanning line.~~

12. (Previously Presented) The electro-optical device according to Claim 11, a sub-frame having a longest period among the plurality of sub-frames, excluding the at least two allocated sub-frames, being  $2^{n-1}$  times as long as a sub-frame having a shortest period.

13. (Currently Amended) An electro-optical device, which is capable of setting at least two levels of brightness for one frame, the electro-optical device comprising:

a plurality of scanning lines;

a plurality of data lines;

a plurality of electro-optical elements; and

a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset

signal supplied via an exclusive scanning line formed with respect to the respective scanning lines,

electro-optical elements that are controlled to take either an ON state or an OFF state based on gray scale data for each of a plurality of sub-frames, which constitute one frame of a period and each have a predetermined period, and at least two of the plurality of sub-frames being controlled to always concurrently take either the ON state or the OFF state;

a sub-frame having a longest period among the plurality of sub-frames being divided into at least two allocated sub-frames, and

the plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor, and substantially simultaneously based on ~~a the~~ reset signal ~~supplied to the reset transistor via the scanning line.~~

14. (Previously Presented) The electro-optical device according to Claim 13, the at least two allocated sub-frames having the same period of length.
15. (Previously Presented) The electro-optical device according to Claim 13, the at least two allocated sub-frames not being arranged consecutively in one frame of a period.

16-19. (Canceled)

20. (Previously Presented) The electro-optical device according to Claim 1, the electro-optical elements being an EL element.

21. (Original) The electro-optical device according to Claim 20, the EL element having a light-emitting layer formed of an organic material.

22. (Currently Amended) A method of driving an electro-optical device that includes a plurality of scanning lines; a plurality of data lines; a plurality of electro-optical

elements; and a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset signal supplied via an exclusive scanning line formed with respect to the respective scanning lines, the method comprising:

setting brightness of the electro-optical element for each of a plurality of sub-frames based on the data signal stored in the storage capacitor, which constitute one frame of period and each have a predetermined period, so that at least two levels of brightness can be set for one frame,

dividing a sub-frame having a longest period among the plurality of sub-frames into at least two allocated sub-frames, and

setting a plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor, and substantially simultaneously based on ~~a the~~ reset signal supplied to the reset transistor via the scanning line.

23. (Currently Amended) A method of driving an electro-optical device that includes a plurality of scanning lines; a plurality of data lines; a plurality of electro-optical elements; and a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset signal supplied via an exclusive scanning line formed with respect to the respective scanning lines, the method comprising:

setting brightness of the electro-optical elements for each of a plurality of sub-frames based on the data signal stored in the storage capacitor, which constitute one frame of period and each have a predetermined period, so that at least two levels of brightness can be set for one frame, lengths of the plurality of sub-frames excluding a sub-frame having a longest period being set in binary load,

dividing the sub-frame having the longest period among the plurality of sub-frames into at least two allocated sub-frames, and

setting a plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor, and substantially simultaneously based on ~~a~~the reset signal supplied to ~~the reset transistor via the scanning line.~~

24. (Currently Amended) A method of driving an electro-optical device that includes a plurality of scanning lines; a plurality of data lines; a plurality of electro-optical elements; and a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset signal supplied via an exclusive scanning line formed with respect to the respective scanning lines, the method comprising:

setting brightness of the electro-optical elements for each of a plurality of sub-frames based on the data signal stored in the storage capacitor, which constitute one frame of period and each have a predetermined period,

dividing a sub-frame having a longest period among the plurality of sub-frames into at least two allocated sub-frames,

setting a sub-frame having a longest period among  $n$  ( $n$  denotes a natural number) sub-frames of the plurality of sub-frames, excluding the at least two allocated sub-frames, to  $2^{n-1}$  times as long as a sub-frame having a shortest period of the  $n$  sub-frames,

setting brightness for one frame to  $2^{n+1}$  levels, and

setting a plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor, and substantially simultaneously based on ~~a the~~ reset signal ~~supplied to the reset transistor via the scanning line.~~

25. (Canceled)

26. (Currently Amended) A method of driving an electro-optical device that includes a plurality of scanning lines; a plurality of data lines; a plurality of electro-optical elements; and a plurality of pixel circuits to drive the plurality of electro-optical elements, each of the plurality of pixel circuits having a first transistor and a storage capacitor to store a data signal supplied via a data line among the plurality of data lines and the first transistor, and a reset transistor to reset the data signal stored in the storage capacitor based on a reset signal supplied via an exclusive scanning line formed with respect to the respective scanning lines, the method comprising:

setting brightness of the electro-optical element for each of a plurality of sub-frames based on the data signal stored in the storage capacitor, which constitute one frame of a period and each have a predetermined period, so that at least  $2^n$  ( $n$  denotes a natural number) levels of brightness are set for one frame with the number of the plurality of sub-frames being  $n + 1$  or more,

dividing a sub-frame having a longest period among the plurality of sub-frames into at least two allocated sub-frames,

always concurrently putting the at least two allocated sub-frames into a set state or a non-set state,

setting brightness for one frame to  $2^n$  levels, and

setting a plurality of sub-frames, which are set for a series of electro-optical elements among the plurality of electro-optical elements, the series of electro-optical elements being connected to at least two scanning lines, and one of two scanning lines being connected to the reset transistor, and substantially simultaneously based on ~~a the reset signal supplied to the reset transistor via the scanning line.~~

27-29. (Canceled)

30. (Original) An electronic apparatus, comprising:

the electro-optical device according to Claim 1.